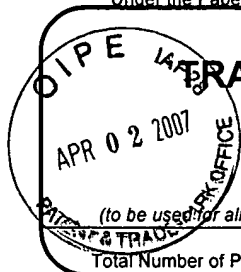


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Filing Date	March 27, 2001
First Named Inventor	Taber B. Noble
Art Unit	2611
Examiner Name	LONSBERRY, Hunter B.
Attorney Docket Number	PD-200288

ENCLOSURES (Check all that apply)

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| <input type="checkbox"/> Fee Transmittal Form
<input type="checkbox"/> Fee Attached
<input type="checkbox"/> Amendment/Reply
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Remarks

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Firm Name	The DirecTV Group, Inc.		
Signature			
Printed name	Georgann S. Grunebach		
Date	March 29, 2007	Reg. No.	33,179

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PATENT
Customer No. 020991
Attorney Docket No. PD-200288

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re Application of:

Inventor: Taber B. Noble

Serial No.: 09/818,230

Filed: March 27, 2001

Title: DAYPART BASED NAVIGATION
PARADIGM

Examiner: Hunter B. Lonsberry

Group Art Unit: 2611

Appeal No.: _____

REPLY BRIEF

MAIL STOP APPEAL BRIEF - PATENTS

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 CFR §1.192, Appellants hereby submit Appellants' Reply Brief with respect to the Appeal from the final rejection in the above-identified application, as set forth in the Office Action dated March 7, 2006.

I. REAL PARTY IN INTEREST

The real party in interest is THE DIRECTV GROUP, INC., the assignee of the present application.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences for the above-referenced patent application.

III. STATUS OF CLAIMS

Claims 1-5, 8-10, 12, 14-50, 53-55, 57, 59-92, 94 and 95 are pending in the application.

Claims 1, 2, 12, 14-16, 23, 24, 27-43, 46, 47, 57, 59-61, 68, 69, 71-88, 91, 92, 94 and 95 were rejected under 35 U.S.C. §103(a) as being obvious in view of U.S. Patent No. 6,268,849 to Boyer and U.S. Patent No. 6,005,565 to Legall, and these rejections are being appealed.

Claims 3-5, 8-10, 17-22, 25, 48-50, 53-55, 62-67 and 70 were rejected under 35 U.S.C. §103(a) as being obvious in view of Boyer, Legall and U.S. Patent No. 6,177,931 to Alexander and these rejections are being appealed.

IV. STATUS OF AMENDMENTS

No amendments to the claims have been made subsequent to the final Office Action.

V. SUMMARY OF CLAIMED SUBJECT MATTER

Independent claim 1 recites a method of providing media program information, and is disclosed in the Applicant's specification as follows:

Features	Found in Specification
accepting a command to select an active channel from a plurality of selectable channels;	The "active channel" is disclosed at (page 24, lines 17-19); and accepting a command to select an active channel is disclosed at (page 23, line 26 - page 24, line 2)
accepting a command to provide a menu guide selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide is associated with a first daypart; and	Features are disclosed at page 51, lines 12-14.
providing the menu guide, the menu guide comprising a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on a channel consisting of the active channel.	Providing media guide having media guide content portion presenting media information regarding media program is disclosed at page 51, lines 14-18. That the menu guide allows all available programming in a daypart to be selected is disclosed at page 7, lines 7-12.

Independent claim 46 is directed to an apparatus for providing media program information describing media programs, and is disclosed in the Applicant's specification as follows:

Features	Found in Specification
a receiver	The receiver (500) is disclosed in FIG. 5 and the text appurtenant thereto (page 16, line 10 - page 20, line 6)
a tuner for receiving the media program and the media program information, a processor, communicatively coupled to the tuner, for accepting a command to select an active channel from a plurality of selectable channels and for accepting a command to provide a menu guide	The tuner (504) is shown in FIG. 5 and described at page 16, lines 29-30; the processor is disclosed in FIG. 5 (microcontroller 510), and page 18, lines 18-25.
guide is selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide is associated with a first daypart, and for providing the menu guide, the menu guide having a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on the active channel.	The menu guide is disclosed in FIG. 10 and the text appurtenant thereto (page 23, line 21 - page 25, line 19); the program information space segmented by daypart is disclosed in FIG. 9 and the text appurtenant thereto (page 21, line 23 - page 23, line 19); the menu guide content portion is disclosed in FIG. 10 (item 1006) and discussed at page 23 line 29 et seq.; presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on an active channel is disclosed at page 51, lines 14-18 and page 7, lines 7-12.

Independent claim 91 recites a method of presenting advertising in a menu guide, and is disclosed in the Applicant's specification as follows:

Features	Found in Specification
accepting advertising media content and a media program from a media content provider; and	Accepting media content and media programs from media content provider is disclosed in the specification in FIGs. 2 and 3 and at page 26, line 20 - page 27, line 21
providing the media program information to a subscriber on an active channel; and	Disclosed in specification at FIG. 51D, block 5114, and page 52, lines 3-9
providing a menu guide selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide includes a menu guide content portion presenting media program information for media programs consisting of all of the media programs scheduled to be available on the active channel during a daypart selected from a current daypart and a selected daypart.	The menu guide is disclosed in FIG. 10 and the text appurtenant thereto (page 23, line 21 - page 25, line 19); the program information space segmented by daypart is disclosed in FIG. 9 and the text appurtenant thereto (page 21, line 23 - page 23, line 19); the menu guide content portion is disclosed in FIG. 10 (item 1006) and discussed at page 23 line 29 et seq.; presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on an active channel is disclosed at page 51, lines 14-18 and page 7, lines 7-12.

Independent claim 92 recites a menu guide for presenting media program information, and is disclosed in the Applicant's specification as follows:

Features	Found in Specification
a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during a first daypart on a selected channel; and	The menu guide content portion is disclosed in FIG. 10 (item 1006) and discussed at page 23 line 29 et seq.; presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on a selected channel is disclosed at page 51, lines 14-18 and page 7, lines 7-12.
wherein the menu guide is selected from a plurality of menu guides together defining a media program information space segmented by a daypart.	The program information space segmented by daypart is disclosed in FIG. 9 and the text appurtenant thereto (page 21, line 23 - page 23, line 19)

Independent claim 94 recites a method of presenting media program information describing at least one media program, and is disclosed in the Applicant's specification as follows:

Features	Found in Specification
accepting a command to access the media program information at a time of day;	Disclosed in the specification in FIGs. 9 and 10 and at page 23, line 14 - - page 24, line 9)
determining a first daypart selected from the group comprising a current daypart defined from the time of day and a selected daypart; and	Disclosed in the specification in FIGs. 9 and 10 and at page 23, line 14 - - page 24, line 9)
providing a menu guide having menu guide content including media program information, the media program information describing media programs consisting of all of the media programs scheduled to be available during the first daypart on a selected channel.	The menu guide content portion is disclosed in FIG. 10 (item 1006) and discussed at page 23 line 29 et seq.; presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on a selected channel is disclosed at page 51, lines 14-18 and page 7, lines 7-12.

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Whether claims 1, 2, 12, 14-16, 23, 24, 27-43, 46, 47, 57, 59-61, 68, 69, 71-88, 91, 92, 94 and 95 are patentable under 35 U.S.C. § 103(a) over U.S. Patent No. 6,268,849, issued to Boyer (hereinafter, the Boyer reference) in view of U.S. Patent No. 6,005,565, issued to Legall (hereinafter, the Legall reference).

Whether claims 3-5, 8-10, 17-22, 25, 48-50, 53-55, 62-67 and 70 are patentable under 35 U.S.C. § 103(a) over U.S. Patent No. 6,268,849, issued to Boyer (hereinafter, the Boyer reference) in view of U.S. Patent No. 6,005,565, issued to Legall (hereinafter, the Legall reference), and further in view of U.S. Patent No. 6,177,931, issued to Alexander (hereinafter, the Alexander reference).

VII. ARGUMENT

The Applicants hereby submit this Reply Brief. This reply brief is submitted (1) To distill and simplify the issues presented to the Appeal Board, and to (2) to further address the arguments presented in the Examiner's Answer.

Claim 1 recites:

*A method of providing media program information, comprising the steps of:
accepting a command to select an active channel from a plurality of selectable channels;
accepting a command to provide a menu guide selected from a plurality of menu guides together
defining a media program information space segmented by daypart, wherein the menu guide is associated with
a first daypart; and
providing the menu guide, the menu guide comprising a menu guide content portion presenting media
program information regarding media programs consisting of all of the media programs scheduled to be
available during the first daypart on a channel consisting of the active channel.*

The Examiner argues that Boyer teaches each and every feature of the claims except for the "... media programs consisting of all of the media programs scheduled to be available during the first daypart on a channel." The problem with this is that Boyer does not disclose menu guides defining an information space segmented by daypart. The Examiner's answer indicates that there is still confusion between a "daypart" and a part of a day.

Specifically addressing the arguments in the Examiner's Answer:

"The claims merely require a daypart to be displayed": The claims recite "a plurality of menu guides together defining a media program information space segmented by daypart."

"The claims do not require showing 24 hours of programming. In fact, the claims are silent with regards to showing "multiple day parts". Showing 23 hours and 59 minutes of available programs would still be considered a day part.": This is incorrect. The Applicants' specification defines a daypart as follows:

"A daypart 906 is a period of time, typically, but not necessarily periodic over 24 hours, during which viewers characteristically watch programs which are sufficiently related so that an inference may be drawn as to which other programs the viewer would be interested in."

Clearly, while 23 hours and 59 minutes might be part of a day, it cannot be a “daypart.” Why? Because the fact that a viewer is viewing a program during that interval permits the drawing of no inference at all about what other programs the viewer might be interested in. Simply put, it might be “part of a day,” but it is not a “daypart.”

“Morning/mid-day etc, and a user selected start time and duration as a daypart. All of these programs are related in that there is an inference based on the time and the displayed programs may be programs the user is interested based upon time, thus meeting the applicant’s definition of a daypart.”: This is also incorrect. The morning/mid-day controls shown in the Boyer reference are merely shortcuts to turn the program guide to a particular time of day. This is clear from the Boyer reference itself:

Cursors 622 and 624 (FIG. 9) are used to navigate to earlier or later time periods, respectively. Web browser cursors 626 and 628 allow the user to scroll through the program listings. The user may also navigate the program listings with time navigation buttons 630. For example, if the user would like to view program listings that begin in the morning, the user clicks on the morning navigation button 630. If the user would like to view program listings for programs currently being broadcast, the user may click on the current navigation button 630. Program listings for different days in the month may be viewed by selecting the appropriate day from calendar buttons 632. Similarly, information regarding events televised live in the past can be viewed by the user by selecting the day of the event from the calendar. The program listing displayed in that event would reflect the final score, if the event was a game, in addition to other information that was made available to the user at the time the event was being televised.

Boyer is completely silent on the notion of a daypart ... the time navigation buttons provide a way to quickly navigate to program listings that begin at a particular time.

Finally, the Examiner’s Answer states

“Further, the examiner is confused by the applicant’s contention that it is clear that all of the media programs in a particular daypart are not shown in the grid, if one is to modify Boyer to utilize the additional filters taught by Legall. Again, Applicant is arguing references separately, rather than the *combination* of references.”

The answer is simple. Boyer discloses a menu guide that offers shortcuts to a particular time, but it does not disclose a menu guide space segmented into dayparts. The Examiner's rejection relies on Legall's "additional filters" for the teaching to show *media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on a channel consisting of the active channel.*

Legall discloses filters that the Examiner argues *could be* used to present the media program information of *all* of the media programs scheduled to be available during a *daypart* on the *active channel*. The problem is that even Legall itself does not actually disclose using the filters in that way to obtain that result. Hence, *even when combined*, Boyer and Legall fail to disclose teach the features recited in claim 1.

The Examiner's answer states:

"The Examiner notes, that if the teachings in the reference include the claim limitations, and there is proper motivation to combine, then it is appropriate to make such a combination. In this specific case however, Legal does explicitly teach the use of an EPG start time 351 and EPG length 352 to teach a daypart (figure 3b, column 3, lines 27-55). It is the combination of Boyer and Legall which teach each and every element of the Applicant's claims."

Legall, however, does not teach use of it's filters to define a daypart or showing all of the media programs to be broadcast during a daypart. As shown below, FIG. 3b certainly does not disclose this feature:

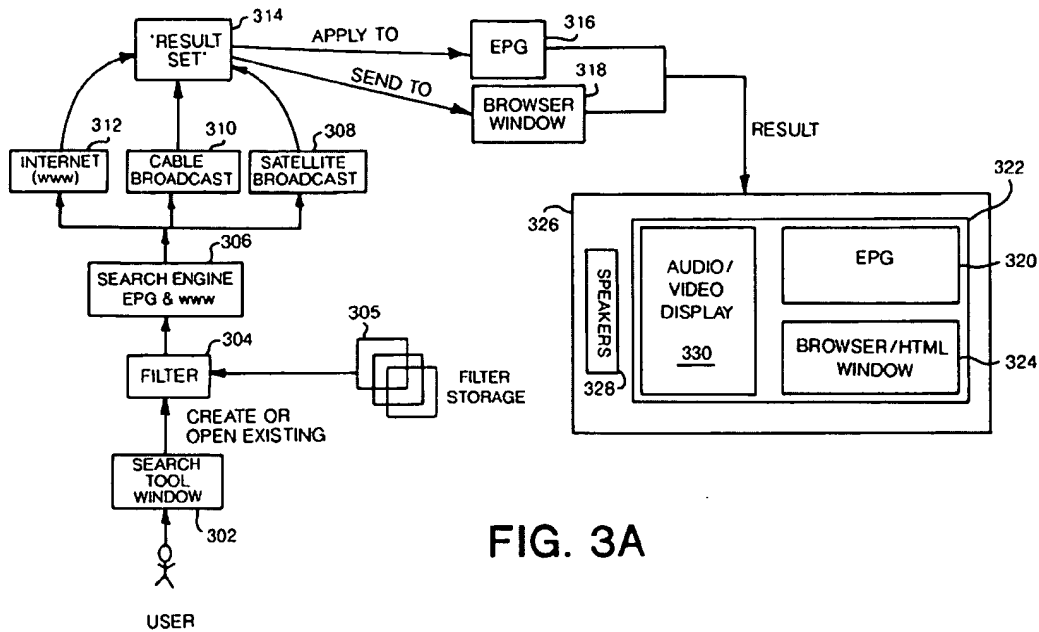


FIG. 3A


And the cited text only discloses the general use of the filters, not the use of them to define a daypart:

FIG. 3b illustrates one example of a display which includes the search tool of the present invention. The window 375 includes a topic area 340 in which the user can define the topic which is the subject of the filter. The present embodiment includes a listing 342 of previously used topics. This enables the user to easily select a prior topic. The listing 342 is preferably automatically updated to include each new topic as is it used by the user. The search tool also includes searching categories 344 and subcategories 346 which are selectable by the user. As is readily apparent, the system can be configured to include a variety of categories and corresponding subcategories. The sources to be searched 341 are also selectable. Other parameters included in the present embodiment are the program rating 345, program start time 351, program length 352, program cost 343 and the web search engine utilized 347. Once the user selects to proceed with the search, e.g., using "go" button 348 the window is shifted to display the power search result window (e.g., window 210, FIG. 2). The EPG is also updated to reflect those programs that meet the filter criteria (see e.g., window 220, FIG. 2). In the present embodiment, filter button 349 is provided. The selection of the filter button brings up a subwindow (not shown) of additional filter features. For example, the user can save and recall the current and previously saved filter elements, respectively. The stop button 350 allows the user to terminate the search if desired. FIGS. 3a and 3b illustrate one embodiment; the block diagram of FIG. 3c illustrates a variety of features and functions that can be used.

VIII. CONCLUSION

In light of the above arguments, Appellant respectfully submit that the cited references do not anticipate nor render obvious the claimed invention. More specifically, Appellant's claims recite novel physical features which patentably distinguish over any and all references under 35 U.S.C. §§ 102 and 103. As a result, a decision by the Board of Patent Appeals and Interferences reversing the Examiner and directing allowance of the pending claims in the subject application is respectfully solicited.

Respectfully submitted,


By: _____
Name: Georgann S. Grunebach
Reg. No.: 33,179

Date: March 29, 2007

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CLAIMS APPENDIX

1. (PREVIOUSLY PRESENTED) A method of providing media program information, comprising the steps of:
 - accepting a command to select an active channel from a plurality of selectable channels;
 - accepting a command to provide a menu guide selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide is associated with a first daypart; and
 - providing the menu guide, the menu guide comprising a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on a channel consisting of the active channel.
2. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the at least some media program information describes the media programs scheduled to be available during the first daypart on the active channel.
3. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the menu guide further comprises a channel portion indicating the active channel.
4. (PREVIOUSLY PRESENTED) The method of Claim 3, wherein the channel portion further indicates the selectable channels.

5. (PREVIOUSLY PRESENTED) The method of Claim 3, wherein the channel portion indicated selectable channels are organized according to a sort selected from the group comprising

alphabetical order, wherein each of the selectable channels is associated with a unique alphabetical designator,

numerical order, wherein each of the selectable channels is associated with a unique numerical designator

implicit user preference;

explicit user preference; and

at least one category, wherein at least some of the selectable channels are members of the at least one category.

6. (CANCELED)

7. (CANCELED)

8. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the menu guide further comprises a picture in guide (PIG) portion.

9. (ORIGINAL) The method of Claim 8, wherein the PIG portion presents media content for an active media program, wherein the active media program is a media program currently provided on the active channel.

10. (ORIGINAL) The method of Claim 8, wherein the PIG portion presents media program information regarding the media program currently provided on the active channel.

11. (CANCELED)

12. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the menu guide content portion comprises:

a plurality of portions of the media program information, each portion describing a respective one of the media programs scheduled to be available during the first daypart on the active channel.

13. (CANCELED)

14. (ORIGINAL) The method of Claim 12, wherein the plurality of portions are scrollable and each of the plurality of portions are selectable.

15. (ORIGINAL) The method of Claim 12, further comprising the step of:
accepting a command to select one of the plurality of media programs available during the first daypart on the active channel; and
presenting further media program information further describing the selected one of the media programs.

16. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the menu guide further comprises an advertising content portion having advertising content.

17. (ORIGINAL) The method of Claim 16, wherein the advertising content is determined by a provider of the media program provided on the active channel.

18. (ORIGINAL) The method of Claim 16, wherein the advertising content is contextually related to the media program provided on the active channel.

19. (ORIGINAL) The method of Claim 16, wherein the advertising content is determined according to user preferences.

20. (ORIGINAL) The method of Claim 16, wherein the advertising content is determined according to user viewing habits.

21. (ORIGINAL) The method of Claim 16, wherein the advertising content is determined according to the first daypart.

22. (ORIGINAL) The method of Claim 16, wherein the advertising content is user-selectable and selecting the advertising content initiates contact with a vendor.

23. (PREVIOUSLY PRESENTED) The method of Claim 1, wherein the menu guide content portion comprises a plurality of portions of the media program information, each portion describing a respective one of the media programs scheduled to be available during the first daypart on the active channel, and the method further comprises the steps of:

- accepting a command to activate the menu guide content portion for navigation;
- accepting a command to scroll through the plurality of portions of the media program information; and
- accepting a command to select one of the plurality of media programs.

24. (ORIGINAL) The method of Claim 23, further comprising the step of: presenting further media program information regarding the selected one of the plurality of media programs.

25. (ORIGINAL) The method of Claim 23, further comprising the step of: designating the selected media program as the home media program.

26. (ORIGINAL) The method of Claim 23, further comprising the step of: designating the selected media program for recording.

27. (ORIGINAL) The method of Claim 1, wherein the first daypart is a current daypart.

28. (ORIGINAL) The method of Claim 1, wherein the first daypart is a selected daypart.

29. (ORIGINAL) The method of Claim 1, wherein the media program information is wrappably scrollable in daypart increments in a time dimension and scrollable in a channel dimension.

30. (PREVIOUSLY PRESENTED) The method of Claim 1, further comprising the steps of:

accepting a selection of a second daypart from the media program information space; and
providing a second menu guide, the second menu guide comprising the menu guide content portion presenting media program information describing media programs consisting of all of the media programs scheduled to be available on the active channel during the second daypart.

31. (ORIGINAL) The method of Claim 30, wherein:
the selected second daypart is temporally distant from the first daypart by a time period selected from the group comprising:

a daypart;
a day;
a week;
a month; and

the step of accepting a selection of the second daypart comprises the step of selecting a single user input.

32. (ORIGINAL) The method of Claim 30, wherein the step of accepting a selection of a second daypart from the media program information space comprises the steps of:

- activating the menu guide content portion of the menu guide for navigation;
- accepting a selection of a media program scheduled to be available on an active channel during the second daypart.

33. (ORIGINAL) The method of Claim 32, wherein the menu guide includes a menu content portion navigation icon indicating when the menu content portion of the menu guide is activated for navigation.

34. (ORIGINAL) The method of Claim 33, wherein the menu content navigation icon further comprises a plurality of elements indicating navigation of the menu content portion of the menu guide.

35. (PREVIOUSLY PRESENTED) The method of Claim 1, further comprising the steps of:

- accepting a command to designate a second channel as the active channel;
- modifying the first menu guide content portion to present media program information describing media programs consisting of all of the media programs scheduled to be available on the second channel during the first daypart.

36. (ORIGINAL) The method of Claim 35, wherein the menu guide further comprises a channel portion indicating an active channel and selectable channels, and the step of accepting a command to designate a second channel as the active channel comprises the steps of:

- accepting a command to activate the channel portion of the menu guide; and
- accepting a command to designate one of the selectable channels as the active channels.

37. (ORIGINAL) The method of Claim 35, wherein the selectable channels are selectably organizable according to a sort selected from the sort group comprising:

- alphabetical order, wherein each of the selectable channels is associated with a unique alphabetical designator,
- numerical order, wherein each of the selectable channels is associated with a unique numerical designator
- implicit user preference;
- explicit user preference; and
- at least one category, wherein at least some of the selectable channels are members of the at least one category.

38. (ORIGINAL) The method of Claim 37, further comprising the steps of:

- accepting a command to organize the selectable channels according to the sort selected from the sort group; and
- organizing the selectable channels according to the selected sort.

39. (PREVIOUSLY PRESENTED) The method of Claim 35, wherein the selectable channels are organized according to a plurality of categories, and the method further comprises the steps of:

- accepting a selection of a category from the plurality of categories;
- modifying the first menu guide content portion to present media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected category during the first daypart.

40. (ORIGINAL) The method of Claim 35, wherein the selectable channels are organized according to a category selected from the category group comprising:

- a movie category;
- a pay per view category;
- a news category; and
- a sports category.

41. (ORIGINAL) The method of Claim 40, wherein at least one of the categories further comprises a plurality of subcategories.

42. (PREVIOUSLY PRESENTED) The method of Claim 41, further comprising the steps of:

- accepting a selection of a subcategory from the plurality of subcategories;
- modifying the first menu guide content portion to present media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected subcategory during the first daypart.

43. (PREVIOUSLY PRESENTED) The method of Claim 42, further comprising the step of:

- selecting a second daypart;
- providing a second menu guide, the second menu guide comprising the menu guide content portion presenting media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected subcategory during the second daypart.

44. (ORIGINAL) The method of Claim 35, wherein the second channel is a channel providing access to an interactive service.

45. (ORIGINAL) The method of Claim 35, wherein the channel is a personal video recorder (PVR) channel providing access to media programs recorded on the PVR, and the first menu guide content portion describes at least one media program available on the PVR channel.

46. (PREVIOUSLY PRESENTED) An apparatus for providing media program information describing media programs, comprising:

a receiver, having:

a tuner for receiving the media program and the media program information, a processor, communicatively coupled to the tuner, for accepting a command to select an active channel from a plurality of selectable channels and for accepting a command to provide a menu guide selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide is associated with a first daypart, and for providing the menu guide, the menu guide having a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during the first daypart on the active channel.

47. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein the at least some media program information describes the media programs scheduled to be available on an active channel during the first daypart on the active channel.

48. (PREVIOUSLY PRESENTED) The apparatus of Claim 47, wherein the menu guide further comprises a channel portion indicating the active channel.

49. (PREVIOUSLY PRESENTED) The apparatus of Claim 48, wherein the channel portion further indicates the selectable channels.

50. (PREVIOUSLY PRESENTED) The apparatus of Claim 48, wherein the channel portion indicated selectable channels are organized according to a sort selected from the group comprising

alphabetical order, wherein each of the selectable channels is associated with a unique alphabetical designator,

numerical order, wherein each of the selectable channels is associated with a unique numerical designator

implicit user preference;

explicit user preference; and

at least one category, wherein at least some of the selectable channels are members of the at least one category.

51. (CANCELED)

52. (CANCELED)

53. (ORIGINAL) The apparatus of Claim 49, wherein the menu guide further comprises a picture in guide (PIG) portion.

54. (ORIGINAL) The apparatus of Claim 53, wherein the PIG portion presents media content for an active media program, wherein the active media program is a media program currently provided on the active channel.

55. (ORIGINAL) The apparatus of Claim 53, wherein the PIG portion presents media program information regarding the media program currently provided on the active channel.

56. (CANCELED)

57. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein the menu guide content portion comprises:

a plurality of portions of the media program information, each portion describing a respective one of the media programs scheduled to be available during the first daypart on the active channel.

58. (CANCELED)

59. (ORIGINAL) The apparatus of Claim 57, wherein the plurality of portions are scrollable and each of the plurality of portions are selectable.

60. (ORIGINAL) The apparatus of Claim 57, wherein:
the input device further accepts a command to select one of the plurality of media programs available during the first daypart on the active channel; and
the processor further presents media program information further describing the selected one of the media programs.

61. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein the menu guide further comprises an advertising content portion having advertising content.

62. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is determined by a provider of the media program provided on the active channel.

63. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is contextually related to the media program provided on the active channel.

64. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is determined according to user preferences.

65. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is determined according to user viewing habits.

66. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is determined according to the first daypart.

67. (ORIGINAL) The apparatus of Claim 61, wherein the advertising content is user-selectable and selecting the advertising content initiates contact with a vendor.

68. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein the menu guide content portion comprises a plurality of portions of the media program information, each portion describing a respective one of the media programs scheduled to be available during the first daypart on the active channel, and wherein the input device further accepts:

- a command to activate the menu guide content portion for navigation,
- a command to scroll through the plurality of portions of the media program information;

and

- a command to select one of the plurality of media programs.

69. (ORIGINAL) The apparatus of Claim 68, wherein the processor further presents further media program information regarding the selected one of the plurality of media programs.

70. (ORIGINAL) The apparatus of Claim 68, wherein the input device further accepts an input to designate the selected media program as the home media program.

71. (ORIGINAL) The apparatus of Claim 68, wherein the input device further accepts an input to designate the selected media program for recording.

72. (ORIGINAL) The apparatus of Claim 46, wherein the first daypart is the current daypart.

73. (ORIGINAL) The apparatus of Claim 46, wherein the first daypart is a selected daypart.

74. (ORIGINAL) The apparatus of Claim 46, wherein the media program information is wrappably scrollable in daypart increments in a time dimension and scrollable in a channel dimension.

75. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein:
the input device further accepts a selection of a second daypart from the media program information space;
the processor further provides a second menu guide in response to the selection of the second daypart from the media program information space, the second menu guide comprising the menu guide content portion presenting media program information describing media programs consisting of all of the media programs scheduled to be available on the active channel during the second daypart.

76. (PREVIOUSLY PRESENTED) The apparatus of Claim 75, wherein:
the selected second daypart is temporally distant from the first daypart by a time period selected from the group comprising:
a daypart;
a day;
a week;
a month; and
the selection of the second daypart from the media program information space is accomplished with a single input.

77. (ORIGINAL) The apparatus of Claim 75, wherein the input device further accepts a command to activate the menu guide content portion of the menu guide for navigation, and accepts a selection of a media program scheduled to be available on an active channel during the second daypart.

78. (ORIGINAL) The apparatus of Claim 77, wherein the menu guide includes a menu content portion navigation icon indicating when the menu content portion of the menu guide is activated for navigation.

79. (ORIGINAL) The apparatus of Claim 78, wherein the menu content navigation icon further comprises a plurality of elements indicating navigation of the menu content portion of the menu guide.

80. (PREVIOUSLY PRESENTED) The apparatus of Claim 46, wherein:
the input device further accepts a command to designate a second channel as the active channel;
the processor further modifies the first menu guide content portion to present media program information describing media programs consisting of all of the media programs to be available on the second channel during the first daypart.

81. (ORIGINAL) The apparatus of Claim 80, wherein the menu guide further comprises a channel portion indicating an active channel and selectable channels, and the input device further accepts a command to activate the channel portion of the menu guide, and a command to designate one of the selectable channels as the active channels.

82. (ORIGINAL) The apparatus of Claim 80, wherein the selectable channels are selectably organizable according to a sort selected from the sort group comprising:

- alphabetical order, wherein each of the selectable channels is associated with a unique alphabetical designator,
- numerical order, wherein each of the selectable channels is associated with a unique numerical designator
- implicit user preference;
- explicit user preference; and
- at least one category, wherein at least some of the selectable channels are members of the at least one category.

83. (ORIGINAL) The apparatus of Claim 82, wherein:

- the input device further accepts a command to organize the selectable channels according to the sort selected from the sort group; and
- the processor further organizes the selectable channels according to the selected sort in response to the command to organize the selectable channels according to the sort selected from the sort group.

84. (PREVIOUSLY PRESENTED) The apparatus of Claim 80, wherein the selectable channels are organized according to a plurality of categories, and wherein:

- the input device further accepts a selection of a category from the plurality of categories;
- the processor further modifies the first menu guide content portion to present media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected category during the first daypart in response to the selection of a category from the plurality of categories.

85. (ORIGINAL) The apparatus of Claim 80, wherein the selectable channels are organized according to a category selected from the category group comprising:

- a movie category;
- a pay per view category;
- a news category; and
- a sports category.

86. (ORIGINAL) The apparatus of Claim 85, wherein at least one of the categories further comprises a plurality of subcategories.

87. (PREVIOUSLY PRESENTED) The apparatus of Claim 86, wherein:
the input device further accepts a selection of a subcategory from the plurality of subcategories;

the processor further modifies the first menu guide content portion to present media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected subcategory during the first daypart.

88. (PREVIOUSLY PRESENTED) The apparatus of Claim 87, wherein:
the input device further accepts a selection of a second daypart; and
the processor further provides a second menu guide, the second menu guide comprising the menu guide content portion presenting of the media program information describing media programs consisting of all of the media programs scheduled to be available on the channels belonging to the selected subcategory during the second daypart.

89. (ORIGINAL) The apparatus of Claim 80, wherein the second channel is a channel providing access to an interactive service.

90. (ORIGINAL) The apparatus of Claim 80, wherein the channel is a personal video recorder (PVR) channel providing access to media programs recorded on the PVR, and the first menu guide content portion describes at least one media program available on the PVR channel.

91. (PREVIOUSLY PRESENTED) A method of presenting advertising in a menu guide, comprising the steps of:

accepting advertising media content and a media program from a media content provider;
and

providing the media program information to a subscriber on an active channel; and

providing a menu guide selected from a plurality of menu guides together defining a media program information space segmented by daypart, wherein the menu guide includes a menu guide content portion presenting media program information for media programs consisting of all of the media programs scheduled to be available on the active channel during a daypart selected from a current daypart and a selected daypart.

92. (PREVIOUSLY PRESENTED) A menu guide for presenting media program information, comprising:

a menu guide content portion presenting media program information regarding media programs consisting of all of the media programs scheduled to be available during a first daypart on a selected channel; and

wherein the menu guide is selected from a plurality of menu guides together defining a media program information space segmented by a daypart.

93. (CANCELED)

94. (PREVIOUSLY PRESENTED) A method of presenting media program information describing at least one media program, comprising the steps of:

- accepting a command to access the media program information at a time of day;
- determining a first daypart selected from the group comprising a current daypart defined from the time of day and a selected daypart; and
- providing a menu guide having menu guide content including media program information, the media program information describing media programs consisting of all of the media programs scheduled to be available during the first daypart on a selected channel.

95. (PREVIOUSLY PRESENTED) The method of Claim 94, wherein the media program information is further based on the time of day.

EVIDENCE APPENDIX

(none)

RELATED APPEALS AND INTERFERENCES APPENDIX

(none)